

# Overt marketing



[www.overtmarketing.co.uk](http://www.overtmarketing.co.uk)

Members of  
**KEIGHLEY**  
TOWN CENTRE ASSOCIATION

## Our Story

We're passionate about helping people improve their marketing communications through design, print and online media...

Bringing your brand to life, giving it a personality and telling your story whether it's online or in print. From email marketing, social media, websites to printed brochures or direct mail we have it covered.

With many years in the industry working for large national and international brands, we created Overt Marketing in 2010 to help smaller local businesses use the same tricks the big boys use.

Marketing often sounds scary and expensive to many smaller businesses, we made a commitment to dispel these myths and make good marketing more accessible.

We didn't like the smoke and mirrors, heavy jargon and buzz words that many so called marketing guru's used to woo (or confuse) their clients. So, Overt was born to keep marketing simple, honest and bullsh\*t free (excuse the language). Hence the name Overt, meaning open and observable; not hidden, concealed, or secret.

We believe in empowering our clients by giving them the knowledge and tools they need to grow their business. Whether you want to work with us on an ad-hoc basis or use us as your 'virtual marketing department'

Whatever your requirements, we offer flexibility to suit your budgets and resources.

Simon & Kimberley



## What we do:

- Marketing
- Design & Branding
- Print and print management
- Website Design
- Social Media
- Email marketing
- Publishing - books, magazines

Brand guardians, brand builders...*growing your business!*

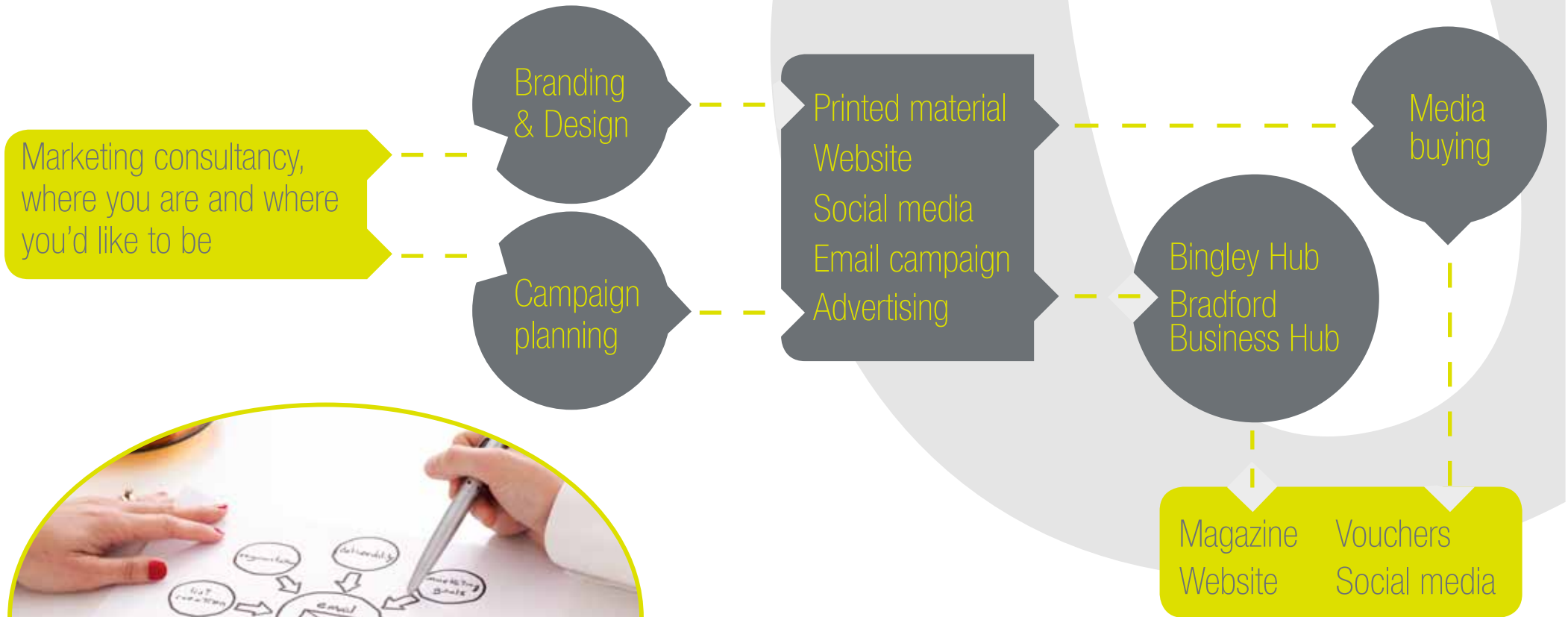


## Keep it LOCAL...

Passionate about keeping business local - our campaign to keep business local.



## A typical example of what we could do for you...



## Some typical Offers:

Starter pack: £999

- Simple Logo design
- 1000 business cards
- 1000 Letterheads
- Professional Website; includes domain name, hosting for one year.  
Up to 8 pages, contact, and feedback forms, download page, gallery, links to social media etc.



## Print Offers:

From Leaflets, to business cards, booklets, postcards, folded leaflets, letterheads, compliment slips .. We provide a one stop shop for all your printing requirements.

## Online package:

Website (see above), social media set-up, including Facebook, Twitter, and LinkedIn pages, and your email set-up i.e. info@businessname.co.uk

## Social Media:

In order to show you how worthwhile Facebook for business can be, why not let us your page and optimise it for you so that you are ready to target your potential customers in the correct format.

**Set up offer - £199**





## The Bingley Hub Magazine

### Our story

We created The Bingley Hub early 2012 after spending months pondering and talking to local business owners about their current advertising. We had been involved heavily in publishing the Prosider Magazine - the areas best known glossy prestige magazine, but the current economical climate demanded something a little different. With this in mind we set about creating more added value and a better all round offering than any other local magazine.

### Ethics

We set about creating our publications from a completely different angle to most.

We have strong ethics and stand by our own rules:

Our purpose was always to help our customers reach their local audience, our magazines are built around this principle rather than a necessity to sell space.

### What we do differently:

- 70 / 30 split (editorial/advertising)
- Good quality engaging editorial
- Relevant to the audience
- Healthy advertising to editorial ratio
- No consecutive adverts (boring section)
- Transparent distribution figures
- Interaction online through website, emails and social media, such as Facebook, Twitter and LinkedIn.
- Well thought out advertising by professional marketing and design team.
- Highest quality design & print



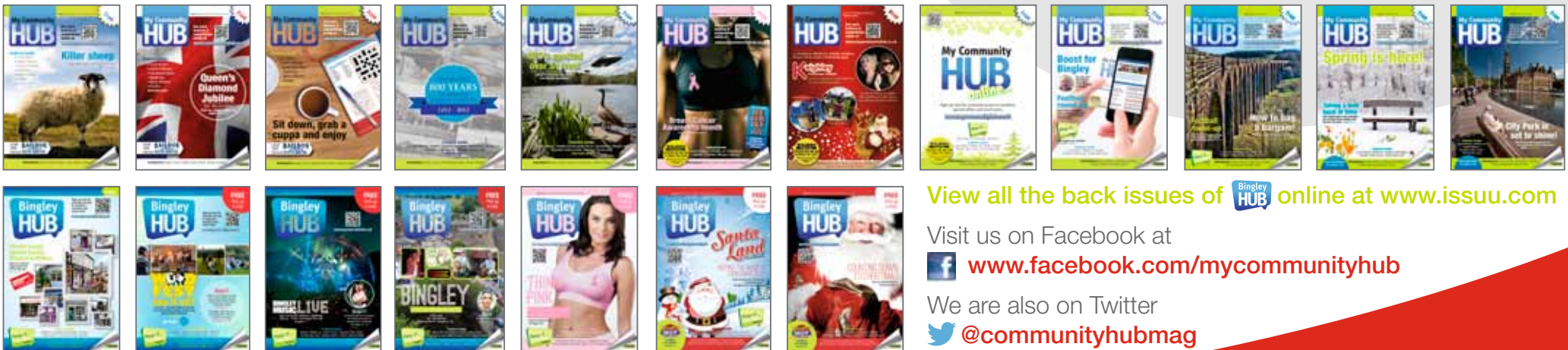
## The magazine - The Bingley hub

A monthly community magazine, distributed free to local retailers, supermarkets such as Co-op's in Wilsden, Cullingworth and Bingley Central, cafes, dentists, doctors surgeries, church groups, local community organisations, gyms, post offices, libraries, swimming clubs, parents groups etc.

The magazine is also delivered door to door to a percentage of ABC1 households in and around the Bingley area. You can also pick up a copy of the magazine in various outlets within the Bingley area, such as Woodbank Garden Centre, Harden, Bingley Arts Centre, Nuffield Health Centre, Cottingley, Amazon Gym, Bingley, and the Canalside Health Centre, Bingley.

**5000 copies printed and distributed every month**

Plus, over 2000 online readers last month  
The magazine has an estimated 15,000 readership every month.



View all the back issues of  online at [www.issuu.com](http://www.issuu.com)

Visit us on Facebook at

 [www.facebook.com/mycommunityhub](http://www.facebook.com/mycommunityhub)

We are also on Twitter

 [@communityhubmag](https://twitter.com/communityhubmag)

## Ask yourself, how do these compare...

Before deciding where to advertise we always advise customers to “Put the kettle on, make a brew and have a good read”.

Put yourself in your customers shoes, would they read the magazine, keep it and or pass it on to others to read... We're often surprised to hear that customers advertise in publications that they never actually take the time to read.

### Look at the design

- Does it have a strong brand and is it visible in the community?
- Editorial /advert ratio
- Look at the quality of adverts, created by whom?
- Are they flick read (flick & bin) or are they retained?
- How and where are they distributed - ask for print run figures not readership, did you know that many publications quote a readership figure. This is an estimated figure of how many people they think read each copy...
- What added value do they offer, online interaction, community engagement.
- How sales oriented are other magazine - most are very sales oriented, with telesales teams and high turn over of staff.
- Do they really care about helping you build your business or are they trying to fill empty pages and hit their sales targets.





Who is your target audience?

# SHOTGUN Marketing

**BLANKET COVERAGE WORKS FOR SUPER BRANDS AND HELPS TO BUILD BRAND AWARENESS.**

**AT A COST!**



# RIFLE Marketing

**TARGETING YOUR CUSTOMERS AND COMMUNICATING DIRECTLY TO THEM**

**JUST GOT EASIER...**



**Getting your ad seen by YOUR customers every time!**



**Kimberley Devine**

@communityhubmag



**Follow**

“For a business not to advertise is like winking at a girl in the dark. You know what you are doing but no one else does”



Reply



Retweet



Favourite

# Frequent Advertising - Do you remember what was on page 4?

**80%**  
People Forget!

Recent figures show that 80% of people forget a message within 48 hours!

Frequent reinforcing of your message improves recall significantly. Just because you are ready to sell doesn't mean your customers are ready to buy.

Make sure you're the one they see when they're ready to buy.

More regular advertising definitely helps, but so does the quality of your ads and your message...



## Mr & Mrs Walker need a plumber!

There are 12 plumbers in a 5 mile radius of the Walkers house.

Only 1 of the 12 is a regular and active advertiser!

Who will Mr. & Mrs. Walker call?

Regular Advertising = Increased Visibility

Customers are wiser than ever with their spending.

As such you need to be visible and give good reasons why you add value or give good value for money.

## New pricing structure for 2014

### Bingley HUB Advertisement sizes and costs

	One off	3 months
<b>Full page</b>	£150	£300
<b>Half page</b>	£100	£200
<b>Quarter page</b>	£60	£120
<b>Back cover</b>	£250	£500
<b>Centre page</b>	£300	£600
<b>Double page spread</b>	£270	£540
<b>IFC/IBC</b>	£180	£360

6 and 12 months Contracts can be discussed with the Editor.

If you are supplying your own artwork, there will be no charge.  
Otherwise there is a small charge for design & artwork.

**Distribution areas:** Bingley Central, Eldwick, Gilstead, Cottingley, Crossflatts, Harden, Wilsden, Sandy Lane and Cullingworth.

**Subscription Service:** You can now join our subscription service for FREE.  
Just email your name and address details to [kim@overtmarketing.co.uk](mailto:kim@overtmarketing.co.uk) and we will post the Hub directly to your door. (There is a small fee for postage).

Reach over 15,000 readers every month and 2,000 online readers (online readers via [facebook/issuu.com](https://www.facebook.com/issuu.com))

**Full page**  
W:148mm  
H: 210mm  
+ 3mm Bleed

**Half page**  
W:134mm  
H: 95mm

**Quarter page**  
W:66mm  
H: 95mm

### Fantastic Print Offers

We offer value for money when it comes to printed items.



Some of our offers are:

**1000 business cards - £85**

**5000 double sided A5 leaflets - £99**

**Stationery Starter Pack - £299**

Includes business cards, letterheads, compliment slips and leaflets.

Keep up to date on Facebook with our Fantastic Offers

[www.facebook.com/fantasticprintoffers](http://www.facebook.com/fantasticprintoffers)

